
HEALTH DEPARTMENT
NEWS RELEASE



FOR IMMEDIATE RELEASE

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Get out. Get moving. Get the Golden Shoe.

GRAND RAPIDS – After another cold winter, the Kent County Health Department (KCHD) wants people to get out and enjoy their neighborhoods. To get people moving in the right direction, KCHD is pleased to announce a fun initiative designed to encourage healthy communities and promote the health benefits of walking. As an added bonus, participants could find themselves walking away with a new pair of athletic shoes.

Designated walking routes have been established in the Roosevelt and Garfield Park neighborhoods. Beginning today and ending June 29, 2015 a golden shoe will be hidden somewhere along the one of the routes every week. Walkers who find one can exchange it for one free pair of athletic shoes (valued at \$100) at Gazelle Sports located at 3930 28th Street SE, Grand Rapids, MI 49512.

“We have chosen to focus our efforts on the Roosevelt and Garfield Park Neighborhoods because we know that these areas are underserved when it comes to access to safe areas for physical activity.” says Jill Myer, supervisor of the Kent County Health Department’s Obesity Initiative.

Many of the people living in the targeted areas are Hispanic or African American. “We know that these groups are not enjoying good health in the same percentages as their white counterparts in Kent County. We also know that a simple thirty minute walk everyday reduces obesity and diabetes risks dramatically.” said Adam London, health officer for the Kent County Health Department. “Our hope is that people who take up walking during the Golden Shoe campaign find it so enjoyable that they will continue for a lifetime.”

Route maps in English and Spanish will be placed in local businesses, libraries, the West Michigan Hispanic Chamber of Commerce as well as Gazelle Sports. The maps will describe points of interest along the way and provide walking safety tips.

Walkers can further connect with their community by sharing photos and joining the conversation on Facebook and Twitter using the hashtags #GoldenShoeGR and #ZapatoDeOroGR. More information can be found at <http://www.kentcountyhealthconnect.org>

The Golden Shoe or Zapato de Oro campaign is made possible through a \$13,900 grant from Michigan Department of Health and Human Services Active Living Grant Project.

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KCHD has been in the business of providing health services to Kent County since 1931. The Health Department is home to nearly 260 employees including public health nurses, sanitarians, health educators, technicians, public health administrators, and specialized staff at the Kent County Animal Shelter. The Health Department operates one main clinic and three satellite clinics located in Kentwood, Rockford, and Grand Rapids. To learn more about KCHD services, visit www.accesskent.com/health.